



Sen. Heather Steans

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09500SB2472sam003

LRB095 17318 RPM 49621 a

1 AMENDMENT TO SENATE BILL 2472

2 AMENDMENT NO. _____. Amend Senate Bill 2472 by replacing
3 everything after the enacting clause with the following:

4 "Section 5. The Liquor Control Act of 1934 is amended by
5 changing Section 6-35 as follows:

6 (235 ILCS 5/6-35)

7 (This Section may contain text from a Public Act with a
8 delayed effective date)

9 Sec. 6-35. Alcopops ~~Alcopop advertising~~.

10 (a) For purposes of this Section, "alcopop" means a
11 flavored alcoholic beverage or flavored malt beverage that
12 includes (i) a malt beverage containing a malt base or beer and
13 added natural or artificial blending material, such as fruit
14 juices, flavors, flavorings, colorings, or preservatives where
15 such blending material constitutes .5% or more of the alcohol
16 by volume contained in the finished beverage; (ii) a beverage

1 containing wine and more than 15% added natural or artificial
2 blending material, such as fruit juices, flavors, flavorings,
3 or adjuncts, water (plain, carbonated, or sparkling),
4 colorings, or preservatives; ~~or~~ (iii) a beverage containing
5 distilled alcohol and added natural or artificial blending
6 material, such as fruit juices, flavors, flavorings,
7 colorings, or preservatives; or (iv) an alcohol malt beverage
8 containing caffeine, guarana, taurine, or ginseng, where the
9 beverage constitutes 0.5% or more of alcohol by volume.

10 (b) No entity may advertise, promote, or market any alcopop
11 beverages toward children. Advertise, promote, or market
12 includes, but is not limited to the following:

13 (1) the use of cartoons and youth-orientated photos in
14 advertising, promotion, packaging, or labeling of alcohol
15 products;

16 (2) sponsorships of athletic events where the intended
17 audience is primarily children;

18 (3) billboards advertising alcopops, as defined in
19 items (i), (ii), and (iii) of subsection (a) of this
20 Section, placed within 500 feet of schools, public parks,
21 amusement parks, and places of worship; and

22 (4) the display of any alcopop beverage in any
23 videogame, theater production, or other live performances
24 where the intended audience is primarily children.

25 (c) No entity shall sell for consumption an alcohol malt
26 beverage containing caffeine, guarana, taurine, or ginseng,

1 where the beverage constitutes 0.5% or more of alcohol by
2 volume, unless individual containers of the beverage have
3 imprinted on each individual container the following:

4 (1) the words "contains alcohol"; and

5 (2) the alcohol content of the beverage.

6 (d) ~~(e)~~ Any person who violates this Section is guilty of a
7 business offense and shall be fined \$500 for a first offense
8 and \$1,000 for a second or subsequent offense.

9 (e) Nothing in this Section shall be construed to be
10 inconsistent with any other provision of this Section or any
11 other State or federal laws, rules, or regulations regarding
12 the labeling of alcoholic beverages.

13 (Source: P.A. 95-618, eff. 6-1-08.)

14 Section 99. Effective date. This Act takes effect January
15 1, 2009."